



# Measure H: The Fire Safety Measure

## Key Messaging

### **SUMMARY: HERE'S TO MEASURE H**

They say to protect what you love. That's the mindset and motivation behind Measure H. It was designed, by firefighters, to bolster preparation and improve emergency response to safeguard every last corner of Sonoma County—the national treasure that so many call home and even more visit from all over the world.

These funds go directly to reducing wildfire risks, accelerating emergency response, protecting our homes, businesses, visitors and ecosystems. Collectively, Measure H represents a coordinated effort that improves the safety and wellbeing of this entire beloved community.

### **Measure H in one sentence**

Measure H contributes more than \$60 million annually to strengthening Sonoma County's fire safety and emergency services.

### **Measure H in one paragraph**

Measure H contributes over \$60 million annually to strengthening Sonoma County's fire safety and emergency services. These funds go directly towards reducing wildfire risks, accelerating emergency response, protecting our homes, businesses, and ecosystems. That equates to new equipment, better protective gear, upgraded technology, more firefighters and paramedics, and much more.

### **Measure H in bullet points**

- Improved emergency response times
- Increased wildfire prevention, preparedness, and response
- Expanded paramedic services
- Staffing for red flag and winter storm warnings
- Staffing for rural and underserved communities
- Supporting an improved local 911 dispatch center
- Enhanced vegetation management and fuels reduction
- Improved infrastructure
- Providing collaborative technology platforms

### **H Headline**

Developed by local firefighters and fire chiefs for normal people like us.

### **Messaging for Specific Measure H projects**

#### **Vegetation Management Banner**

- Your countywide Vegetation Management Crew hard at work.  
Thanks to Measure H.

#### **Future Fire Station Banner**

- You're about to get amazing new neighbors.  
New fire station coming soon thanks to Measure H.

#### **Generic Banner**

- Funded by Measure H.  
Sonoma County Fire Funding.